

Name: _____ () Class: _____ Date: _____

You have found an editorial about slacktivism in a local newspaper. Read the editorial.

Text 1 Editorial

Everyone can be a hero through slacktivism



❶ Combining the words 'slacker' and 'activism', slacktivism is often criticized as the teenage 'Me' generation's lazy and passive way

5 of engaging in social issues. It refers to simple online actions like signing online petitions, 'liking' and 'sharing' social media posts or changing social media avatars to images representing different charities to show solidarity for them and their causes.

❷ Critics claim that slacktivism does little to achieve genuine action or change.

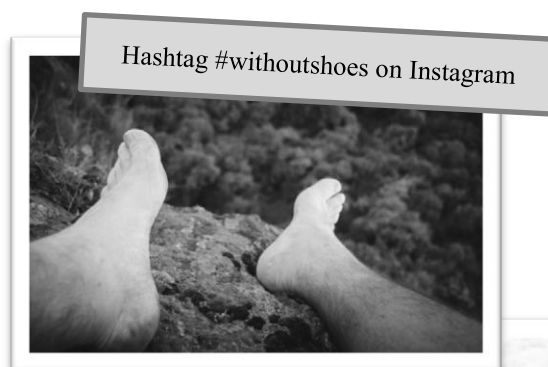
10 According to them, all slacktivism does is stroke the egos of slacktivists by making them feel like they have done something extremely meaningful, when in reality nothing happens after petitions are signed
15 or social media posts are shared because people think they have already taken enough action and forget about them. They point out that 'liking' a post does not help refugees who are in dire need of food and shelter.



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20 **3** Though the concerns of the antislacktivism fraction are valid, it would be wrong to completely ignore the good in slacktivism. While it is true that simply clicking 'like' or 'share' does not directly help the needy, it does lead to more vital information about grave social issues being shared over social media. This increases the public's awareness of these issues and urges people to take action. Many successful online charity campaigns
25 attained their goals simply because they had become viral and managed to spread information to a great number of people within a short time. They also effectively raised money that actually went towards making a change by leading to concrete action.

4 Instances of these fruitful acts of slacktivism include the Ice Bucket Challenge, which managed to raise millions of dollars towards ALS (Amyotrophic Lateral Sclerosis) research that ultimately resulted in the discovery of the gene that causes ALS. In addition, there is shoe company TOMS' annual One Day Without Shoes Campaign, in which TOMS donates a pair of shoes for every Instagram photo hashtagged #withoutshoes of users going shoeless for a day. Thanks to TOMS' campaign, over 27,000 pairs of brand-new footwear were given to
40 youngsters in ten countries worldwide in 2016.



5 The secret behind the success of these slacktivist charity campaigns lay in the fact that participants were required to take action and not just 'like' or 'share' a post. Yet the actions they called for were tremendously
45 easy to accomplish, such as film a short video of yourself being splashed with ice water or take a quick barefooted selfie. In the case of the Ice Bucket Challenge, it also included an entertainingly competitive element since participants were asked to issue the challenge to their friends, and nominees had to respond within a time
50 limit.



6 From these campaigns, it is clear that slacktivism works and what is key is what someone does after pressing 'like' or 'share'. Some do forget about the issues; however, others do take real action. People will not donate money or volunteer their time to a cause unless they are aware of the issue. Through social media, teens are encouraging one
55 another to donate, volunteer and participate in real-world community service. Thanks to slacktivism, more is actually being done outside the cyberworld.

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Comprehension 1 *Your brother is asking you some questions about slacktivism. Answer his questions using information from the editorial. For multiple-choice questions, choose the best answer and blacken ONE circle only.*

- 1 Which of the following actions would probably NOT be considered slacktivism by the author?

- A sharing a video about animal shelter dogs looking for homes
 ○ B forwarding an email about a concert to support ALS research
 ○ C changing your avatar to support Earth Day
 ○ D holding a sit-in to protest against animal cruelty

- 2 Find words in paragraphs 1 and 2 that mean the same as the following.

- i) support _____
 ii) very serious _____

- 3 Why do some people think poorly of slacktivism?

- 4 According to critics of slacktivism, what is the main reason people take part in it?

- A to kill time
 ○ B to feel good about themselves
 ○ C to have something to post on social media
 ○ D to help people in need

- 5 Which of the following are given as reasons to support slacktivism? Tick (✓) TWO statements only.

Statements

- i) It asks various businesses to donate money to charity. ☐
 ii) It increases awareness of social issues that might otherwise be ignored. ☐
 iii) It inspires people to set up their own charity organizations. ☐
 iv) It encourages people to take real action to solve social issues. ☐

- 6 What do 'they' refer to in line 25?

- 7 Based on the information from paragraph 4, use ONE word to complete each blank. Make sure your answers are grammatically correct.

You can participate in TOMS' One Day Without Shoes Campaign by simply taking a (i) _____ of yourself with (ii) _____ feet and posting it on Instagram with the (iii) _____ #withoutshoes. TOMS will then (iv) _____ a pair of (v) _____ shoes to (vi) _____ children.

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Simplified reading and comprehension

4 of 4

Unit 2

Name: _____ () Class: _____ Date: _____

- 8 What did the following acts of slacktivism manage to achieve?

Ice Bucket Challenge: _____

One Day Without Shoes Campaign: _____

- 9 According to paragraph 5, what feature did the Ice Bucket Challenge and the One Day Without Shoes Campaign have in common?

- 10 What does 'an entertainingly competitive element' in line 48 refer to?

- 11 Match the subheadings to the outline for the editorial. Write A–E next to the numbers in the box. I and VI have been given. One subheading is NOT used.

Subheadings

- A Organizing a slacktivist campaign
- B Why slacktivism sucks
- C Great successes
- D The benefits of slacktivism
- E Key to success

Outline A, B, C, D, E

I	Introduction
II	
III	
IV	
V	
VI	Conclusion

- 12 Complete the sentences with words from Text 1. Write ONE word for each blank. Make sure your answers are grammatically correct.

- i) His latest online video became _____ within 24 hours and attracted over a million views worldwide! (paragraph 3)
- ii) The police could not arrest the man because they did not have any _____ evidence against him. Everything they had was circumstantial. (paragraph 3)
- iii) Our discussion was very _____ and we managed to come up with many great ideas for the next charity event. (paragraph 4)
- iv) A speeding car drove into a puddle and _____ the passers-by with muddy water. (paragraph 5)